

ELECTRONIC ARTS

ASSURANCE REPORT

PROJECT PERIOD:
JULY 2017 - JUNE 2018



 **HeForShe**

Images from the HeForShe IMPACT Summit
New York City, September 2017

BACKGROUND

Electronic Arts believes that Play and Inclusion are ideas that go hand-in-hand. Through Play to Give 2017, Electronic Arts and the United Nations HeForShe initiative came together with player communities across the world to celebrate the positive connections we make by playing games that share our commitment to building a more inclusive world.

Created by UN Women, the United Nations entity for gender equality and the empowerment of women, the HeForShe solidarity movement for gender equality provides a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime.

This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates and acknowledges the ways that we all benefit from this equality.

HeForShe invites people around the world to stand together as equal partners to craft a shared vision of a gender equal world and implement specific, locally relevant solutions for the good of all of humanity.



Andrew Wilson, CEO, Electronic Arts, IMPACT Summit, September 2017

Since its launch on 20 September 2014, at the United Nations, by UN Secretary-General Ban Ki-Moon and UN Women Global Goodwill Ambassador, Emma Watson, millions of activists from around the world including Heads of State, CEOs, and global luminaries from all walks of life have committed to gender equality. HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe.



Inaugural IMPACT Lab Session, Nagoya, Japan, March 2018

PROJECTS FUNDED

The generous support of EA and its players has enabled the HeForShe initiative to deliver the following projects:

1. IMPACT LAB

The resources provided by Electronic Arts has enabled HeForShe to create the HeForShe IMPACT Lab - an innovative incubator for gender equality solutions in support of a transformative agenda for gender equality. Drawing on the collective capabilities of HeForShe IMPACT 10x10x10 Champions, of which Electronic Arts is a member, the IMPACT Lab creates an enabling environment to pilot test innovative ideas; document lessons learnt; and disseminate proven practices to the global audience, thus accelerating scalability of gender equality solutions. The dissemination of HeForShe knowledge outputs and proven practices is facilitated by the HeForShe IMPACT Lab through an annual HeForShe IMPACT Summit attended by senior executives in the private and public sector.



Inaugural IMPACT Lab Session, London, United Kingdom, January 2018

The inaugural IMPACT Lab took place in London in January 2018. One of the key outcomes of this session was the inception of a “Behavioral Insights” project which commenced in March 2018 and is based on the concept of the “nudge” - to drive significant change among citizens and employees. It does this by proposing simple and inexpensive modifications to ‘choice architectures’ drawing on the latest and most innovative work in the field of behavioral economics. Such a radical approach has yet to be explored in the field of gender equality and could contribute to greatly accelerating progress



Phumzile Mlambo-Ngcuka, Executive Director, UN Women, IMPACT Summit, September 2017

2. IMPACT SUMMIT

Since the launch of the IMPACT 10x10x10 initiative in January 2015, IMPACT Champions have made significant progress towards achieving gender equality through innovative approaches and initiatives under their unique HeForShe IMPACTCommitments.

The HeForShe IMPACT Summit is a unique experience for senior executives from private and public-sector institutions to learn first-hand and acquire practical knowledge on how to implement transformative gender equality policies across their institutions - from paid parental leave; equal pay for equal work; ensuring gender parity in senior leadership and board level; etc. This solutions-driven event puts gender equality solutions in the hands of participants, empowering them to be catalysts for change within their own institutions and communities towards the creation of a gender equal world.



University IMPACT Champions, IMPACT Summit, September 2017

KEY PERFORMANCE INDICATORS (TO DATE)

- 30 Champions' data highlighted through the Report attached
- 600+ high profile attendees at the IMPACT Summit 2017 on the sidelines of the General Assembly, New York
- Capturing of at least three solutions to be launched on Sept 20th, 2018. These solutions will be scaled to other institutions in order to accelerate progress towards gender equality creating a powerful legacy for EA
- 268 articles written on the Summit and the solutions shared (including Elle, Refinery 21, and the Telegraph)
- 160 Million media impressions
- Over 1.1 million views of a PSA developed with JWT on how traditional views on gender roles can be limiting



IMPACT Summit, New York City, September 2017